

Twice a Month

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

MARCH
15TH

NOW
15¢
Pre-War
Price





The Cosiest of Home Settings!

HOME—that quiet, shut-out-from-the-world corner we all love so much. Isn't it worth the little extra trouble to insure it, and yet, with the little cost of Dominion Linoleum, you can have the cosiest of homes. Dominion Linoleum floors allow just that setting upon which to build your favorite room scheme. The colors are so varied and beautiful.

Dominion Linoleum

makes short work of cleaning up, gives you ample time to enjoy your home, and does away with hard sweeping and scrubbing. The use of a damp cloth occasionally, removes the brightness.

Then, too, Dominion Linoleum is moderate in price, much more moderate than most floor coverings. Its long-wearing qualities make it most economical.

Dominion Linoleum Rugs

Dominion Linoleum Rugs provide you with a wide variety of Dominion Linoleum. Many new attractive patterns—the colors are most varied. They are easily cleaned and are fit for the floor surfaces today. They may be obtained in all popular sizes.

Send your address, we will gladly tell you more of what can be done in your home. Look for the strong competition of genuine Dominion Linoleum and Dominion Linoleum Rugs here. It pays to give you price of service.

**Choose Dominion Linoleum
for all Your Floors**



DOMINION LINOLEUM



MODERN COMPETITION MAN vs. MAN

Down through the ages time and space have been the great elemental obstacles which man has striven to overcome.

With steps quickly taken at sea or with prodigious engines steadily crossing the miles of a continent, the number of other days found more & more important factors in his life.

His cameras were widely extended. Hours and days even made were necessary to reach them. How expensive time and space must have looked before then.

Today time has been eliminated. Space is no longer a great problem. But with progress in one direction another problem has grown to gigantic proportions—competition. It is ever present and ever growing.

Any factor, any tool, any machine like the automobile that reduces time, increases pro-

cesses, makes for increasing competition and overhauling your plant profitably at the most economical cost.

Dominion perhaps two-fold, three-fold or more. It increases capacity. It saves and. It grapples with competition.

In today's business it is man against man. The time element sets over so important. Every hour counts. The automobile is essential.

Chevrolet is the business motif. It stands unique. It is decidedly high class. Quality speaks from every line of its graceful body. Quality is built in every part of its mechanism. And yet—Chevrolet is the world's lowest-priced fully equipped quality automobile. Not only lowest in first cost, but most economical in operation of any car built.

It is a car which will give you the means of meeting competition and overhauling your plant profitably at the most economical cost.

CHEVROLET MOTOR CO. of CANADA, LIMITED
Subsidiary of General Motors of Canada Limited
OSAWA
WINNIPEG

Dominion
marked on
surfaces not
adequately covered





Straighten your
backbone!

The knowledge of
having an independent
investment in a security here will
make an asset in
both business and home
and it will be
valuable.

Through our investment
in a progressive oil
trust.

Some of the most
valuable men now
are present in business. Come
to us for advice.

Trust us to suggest.

AEAMES & CO.
MORTGAGE TRUST
COMPANY
TORONTO, THE HOME
OF THE MORTGAGE

VENUS THIN LEADS

For all
the lead
metal
pencils

15¢
each

Announcing 39 New
Paramount Pictures
to be released from Feb. 1st to Aug. 1st 1923

A PROGRAM OF MOTION PICTURE ENTERTAINMENT FOR THE WHOLE NATION

PARAMOUNT can plan and produce so far ahead on this gigantic scale, because Paramount Pictures have the pre-release endorsement of thousands of working audiences—an endorsement earned by steadily making good to more than eleven thousand audiences steadily delivering the highest quality in screen entertainment.

The mark of leadership for the Star, the Director, the Screen Dramatist, the Screen Technician of every kind, is to have Paramount stamp the nation's O.K. on their art. Paramount has the world's greatest stock company of dramatic talent.

Paramount's unique resources act as the magnet to attract great stories, great stars, great directors and every technical ace on both sides of the Atlantic.

Perfect team work of the finest and largest radio picture organization is the secret of Paramount leadership.

See the coming Chapter 29 Paramount Pictures listed on the page below. Make sure that you get your share of these great entertainments—planned for you!

Theatres everywhere are booking these pictures with dates of showing
 *Let your Theatre fill in the dates!*



FAMOUS PLAYERS-LASKY CORPORATION

www.mendeley.com

A vintage advertisement for Klenzo Reining. It features a man in a suit and a woman in a light-colored dress. The woman is holding a small object, possibly a cigarette holder. In the background, there is a painting of a waterfall. The text "Klenzo Reining" is visible at the bottom right.

*Nature Gave Us All
White Sparkling Teeth*

THE fine dentine enamel, which protects the tooth, is one of our most precious possessions. How useful we may be not to wear him or scratch this precious 'plate' of Nature's. You can trust *Kleens*

KLENZO DENTAL CREME 35¢

Even pricing will be built-in by those that Eastman, Alberto-Culver, in the market which makes Alberto-Culver's Detergent and

Kinase activity comes from phosphotransferases, which are cationic, amine oxidase and phosphatases—but because it contains no phosphotransferases or cationic substrates, it cannot injure the animal. Kinase is held responsible for

Royal Doulton *Stoneware*
Throughout Canada, the United States and Great Britain.
Get a book in this.

A white toothbrush is positioned vertically next to a box of Klenzol Dental Chrome toothpaste. The box is blue with white text and features a circular logo with a stylized 'K' and 'L'.

UNITED DRUG COMPANY, LIMITED—TORONTO, BOSTON, LIVERPOOL, PARIS





Daddy, when Jack and I get our house fixed up, we're going to have Congoleum Rugs on all the floors. They make housekeeping so easy."

It's these red bags of designs and coloring that make everybody like *David and Goliath Art-Rags*. Then, too, these artistic rags are so inexpensive and labor-saving.

To clean them you merely whisk a damp rag over their fine, smooth surface. One, two, three—and they are as bright as the day you bought them. They "breathe" the floor right without fussing.

There are patterns appropriate for all the rooms of the house, for the kitchen and bathroom, near the doorway, for bedrooms delightful, flowery patterns, and for dining-rooms and living-rooms, richly-colored Oriental motifs.

Price: \$5.00 and postage for a 20-page monthly ledger or service book \$1.00
It's an ideal cash book supply. Use with the general ledger or "QuickenBooks" ledger. We will gladly send you any quantity of "Books on Form" "Books on Form" Books can be used for any business, office, or household.

CONGOLEUM COMPANY OF CANADA, LIMITED
Factory and Office 1200 St. Patrick St., Montreal, Que.

Gold Seal
CONGOLEUM
ART-RUGS

Look for
the Gold Seal

These are with, one genuine **Gold Seal** and that is Gold Seal. **Gold Seal** is licensed by the Gold Seal Stockholders Association. This Gold Seal protects you against imitation **Gold Seal** money and gives you the protection of our money-back guarantee. It is guaranteed by the **Gold Seal** Gold Seal **Gold Seal** Gold Seal Association and Gold Seal Long Island Bankers Trust Co.



The logo for Effecto Auto Finishes is centered on a decorative banner. The banner has a dark border with a repeating pattern of small circles. Inside, the word 'Effecto' is written in a large, elegant, cursive script font. Below it, 'AUTO FINISHES' is written in a smaller, bold, sans-serif font. The banner is flanked by two smaller rectangular boxes: one on the left with the text 'Effecto' and 'Auto Finishes' and one on the right with the text 'Effecto' and 'Finishes'.

Some day you will try Effecto. Then you will believe that you really can do a creditable job of automobile painting on your old car, yourself. Nine attractive colors — free-flowing, self-leveling, quick-drying and long-lasting.

From the last section, we can see that $\mathbf{P}^{\text{optimal}}$ are caused by the maximum entropy of the joint distribution, and $\mathbf{P}^{\text{optimal}}$ will be sparse if the joint distribution is also sparse.

Find the Address of a Local Share of Local Origin

Barry & Associates, 121 Congress Street, Boston, Mass.

PRATT & LAMBERT
VARNISH PRODUCTS

Exide
MADE IN CANADA
BATTERIES

When the Time Comes To Buy a New Battery

3. usage losses: is one of three things that severely erodes value in long-term projects. It's only because past losses to Date is only as much the most recent before losing one that will last for a long time.

When you install an Earth Station in your car are you really saving money in insurance and repair bills and can we put the day of re-enactment in the diary that you are ensuring insurance premiums.

Manufactured by

EXIDE BATTERIES OF CANADA, LIMITED
184 Dufferin Street, Toronto.



A majority of the firm partners and
high officials are equipped with long-life
Code Breakers.

Look for this sign



*There is an Eside
Dealer Near You.*



It's Not Men Only Who Need These Energizing, Ironizing Foods

HOUSE work, like office work, saps energy—a lot of it—taking the youthfulness and color from scores of pretty cheeks. So it isn't men only who need revitalizing foods; *you* need them, madam.

Running up and down stairs a hundred times a day is not exactly recreation for a woman, and she must keep well nourished to perform such tasks.

A few slices of delicious raisin bread at luncheon after a hard morning's work is the kind of food that restores the energy it takes.

Raisins are 75 per cent pure fruit sugar, furnishing 1560 calories of energizing nutriment per pound, in practically predigested form so that this nourishment is felt almost at once. It's the quickest acting energy food that anyone can use.

Wheat, too, is an energizer. And raisins supply iron.

Therefore in this fine combination of cereal and fruit you have a luscious, upbuilding food of supreme value.

Delicious, Ready-Baked

No need to bake this bread at home. Your finest modern local bakeries are baking it fresh every week, some every day and delivering it to grocers everywhere. You can buy it also at neighborhood bake shops.

Made with big, plump, tender, seeded Sun-Maid Raisins, the finest raisins grown. Rich, full-fruited loaves. *Real raisin bread* with at least eight tempting raisins to the slice.

Try it toasted with your tea. Make delicious bread pudding with left-over portions.

Get a loaf today and try it—see how good it is.

Always ask for Sun-Maid Raisins for all home cooking purposes. The Sun-Maid Seeded Raisins (in the blue package) set your puddings, cakes, and casseroles. Made from finest California table grapes.

Washed, seeded, sterilized and packed while still hot, in new, clean cartons; and now also in tins.

Look on the Sun-Maid Brand, the kind you know is good.

Mail coupon for free book of tested Sun-Maid recipes.



Seeded
Seedless
Clusters

Sun-Maid Raisins

Sun-Maid Raisin Growers

Membership 13,000

Dept. C-303, Fresno, Calif

Cut this out and send it

Sun-Maid Raisin Growers,
Dept. C-303, Fresno, Calif.

Please send me copy of your free
book, "Recipes with Raisins."

Name _____

Address _____

City _____

Province _____